

Gable, Dominique

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Sent: Monday, October 4, 1999 3:08 PM
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Subject: Fwd: NDB Prices + Keyline Timing



NDB Prices

Dan and Whit:

I'm sending this e-mail to update you on costs and timing of the Noches de Baile ROP ads.

Per your request, attached is an update from our production department on PRODUCTION costs to date for Noches de Baile. At this point, we've spent \$93,000 (NET); we should know film costs for the revised keylines by tomorrow (I would expect these costs to be similar to what we spent for the first round, approximately \$40,000 Net).

As discussed, we have pulled our ROP advertising for this week, but will run the w/o October 11 and 18 during the local preliminary competition. This means that we'll keep our advertising commitment of 2 insertions per paper. According to Starcom, we will not incur any type of fees/penalties for pulling w/o October 4 (therefore, media costs should remain on budget).

We are currently revising the keylines to include both dates of the preliminary competition for each location (whereas previously we had only listed the first night of competition). For example:

Viernes, 15 y 22 de octubre, 10:00 p.m. (vs. what we had before: Viernes, 15 de octubre, 10:00 p.m.)

We are assuming that the start times will be the same for both nights. If not, please let me know ASAP.

The keylines were revised Friday as follows:

- "Presented by" copy double checked on all keylines
- "tienes que" instead of "debes tener" in the legal copy for the age requirement
- Second event date added in event listings (as described above)
- Consistency b/t 877# and bar numbers (using dots instead of dashes for all)
- Listing the all-numbers version of the NDB phone number in parentheses next to "1.877.99 BAILE"
- Carefully checking for typos (such as the one in the Corpus Christi ad with the "1" from the ph# out of place)

These revised keylines will be proofread in prioritized batches starting today by our studio proofreaders, Spanish-speaking proofreaders and then by Client Service. The studio then will make any necessary changes starting tomorrow morning, create full-size keyline stats and route them through our legal department. The keylines are sorted in 3 batches:

- 1.) We have two "HOT" keylines that we'll be sending out to you tonight and will need approval by end of day Tuesday. Film will be created Wednesday morning and then shipped Wednesday night to meet the Thursday 10/7 close dates.
- 2.) You'll then receive the second group (approximately 20) Wednesday morning. We'll need approval for this group by end of day Wednesday. Thursday morning the film will be created and shipped end of day to meet our this group's close date (Friday 10/8).
- 3.) The last batch will arrive @ PM Thursday morning. We'll need your approval for these end of day Thursday, will create film Friday and then ship Friday night for Monday close dates.

I realize the timing is tight, therefore, you may want to alert your legal department now of what to expect this week. If you have any questions, please give me a call. Thanks, Julie x6287